Antismoking Fire Kindled for KNXT

Action on Smoking and Health, a New York-based organization, has asked the Federal Communications Commission not to renew the broadcasting license of KNXT (Channel 2) because allegedly the station devotes too much time to cigaret advertising and not enough to antismoking messages.

According to the organization, KNXT presented less than one antismoking message for every eight cigaret advertisements which the group says allegedly violates the FCC's fairness doctrine.

The antismoking group, which is headed by John F. Banzhaf, has similar petitions outstanding against a New York television station and against television and radio outlets in Indianapolis.

A spokesman at KNXT said the stations runs "a significant amount of nonsmoking material spread throughout our broadcast schedule and including some of the highest rated programs to reach a diversified audience."

Milwaukee Journal December 1, 1968

Antiwar Protesters Ask Cigaret Boycott

Journal Special Correspondence

Oshkosh, Wis. – A student peace group at Oshkosh State university hopes to enlist similar groups across the country in a boycott of cigarets starting this week.

The boycott would put pressure on cigaret manufacturers to lobby against the war, a student spokesman said.

Thomas Tomasko, 19, a freshman from Oshkosh, said the boycott was planned as the result of suggestions made by Dick Gregory in a recent speech here. He said other Econ Power boycotts were planned against phonograph, soft drink and other manufacturers.

Tomasko said the Peace Forum group at Oshkosh sent letters to a thousand similar groups in the country and had received indication of their support.

"Our economy is making a lot of money off the war and we want to show that we oppose the war," Tomasko said.

He said the boycott would start Sunday and continue until Dec. 12. He said at least 500,000 persons would take part and he said this would mean a loss in cigaret sales of more than $2 million.

"We chose cigarets because they are an important source of war taxes, because many young people use them and because a lot of people want to give them up — so we thought we'd give them a reason," Tomasko said.

THE CHAIRMAN: NO MAO SMOKING

Asia's most celebrated chain smoker, Mao Tse-tung, has given up his three packs a day and has taken up cigars. Mao, who will be 75 in December, smoked State Express 555's (an English brand) for years. But he cut down on cigarettes after a reported stroke about five years ago.

Newsweek, December 2, 1968

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Source: https://www.industrydocuments.ucsf.edu/docs/gmjk0000